

Accessibility on social

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- **Miscellaneous**
 - Example of [why not to use fancy fonts](#) on Twitter
 - How to [make your hashtags more accessible](#) using Camel Case
- **Color Contrast**
 - Social media graphics should always have enough color contrast to see text
 - Light colored font should be against darker backgrounds and vice versa
 - Color contrast between the foreground and background text needs to be at a ratio of at least 4.5:1 to make text the most legible.
 - Use WebAim's [Color Contrast Checker](#) to check if your colors are accessible
- **Alt text**
 - Alt text is the alternative to non-text content or images.
 - For individuals with visual impairments, this allows those individuals to still consume content without seeing it.
 - Crucial for those who use screen readers or voice over software.
 - Recommended is 125 characters or less (but be descriptive!) -- also why it's important to try not to include too much text on graphics, images are better, keep the text in the post
 - Bad: Two people in a room; BETTER: Student wearing a lab coat looking into a microscope in a lab with a professor
 - Facebook alt text
 - [Alt text on Facebook](#)
 - Different from captions
 - No limit, but gives you a warning when you go over 100 characters
 - Can be put in before or after publishing
 - *Before*: Paint brush icon > edit photo > change alt text
 - *After*: Click options on bottom right of photo > Change alt text
 - Twitter
 - [Image descriptions on Twitter](#)
 - Image descriptions - 420 limit
 - Enable through Settings > Accessibility > Enable image descriptions
 - Starting to show you that you put alt text by putting an ALT in the bottom left corner in your own feed
 - Don't use fancy fonts -- screen readers can't read them
 - Instagram
 - [Alt text on Instagram](#)
 - Added alt text capabilities last December
 - 125 character limit

- To export, use H.264, name, and click export, preset is to Match Source with High Bitrate
- Can also export from Premiere Pro with Facebook and Instagram presets
- Make sure to click export video *and* audio (make sure both are checked if you want both)
- Updated version of Premiere Pro will have social media specific export options, as mentioned by Phil with Alumni
- Premiere Pro, will grab the shape and size of whatever it is you drop in first. Quick tip for creating phone-screen sized content, use a screenshot from phone as first item dropped in program to get program to snap to that size
 - Airdrop, email or send video via cloud to your phone. Using [CutStory](#) app, you can cut up video to fit 15-second Instagram story lengths. Then just upload to Instagram in order. CutStory adds watermark, but for a \$1 one-time fee you can have watermark removed.
- Learn how to caption on [Facebook](#) or [YouTube](#).
- **Resources and Articles**
 - [Accessible images best practices from CSUN](#)
 - [Cal State LA's web accessibility resources and training](#)
 - Assistive Technology Tools: Tools you can use to test accessibility or see how a student using these tools would interact with your content.
 - Color Contrast Checker (link provided above)
 - Kurzweil – [Read for the Web](#) add-on
 - Using Google Drive to transcribe
 - [Microsoft narrator](#)
 - [Accessibility extensions on Chrome](#)
 - Newsletters
 - [CommonLook's weekly accessibility newsletter](#)
 - [WebAIM's accessibility newsletter](#)